

AMIT KUMAR

SEO Specialist

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SUMMARY

I am a results-driven and analytical SEO Specialist with a proven track record of developing and executing impactful SEO strategies. My expertise spans on-page, off-page, and technical SEO, driving significant organic traffic growth and improving search engine rankings. I take pride in generating qualified leads through comprehensive SEO initiatives and conversion optimization. I am eager to apply my experience to contribute to the growth and success of the company.

EXPERIENCE

SEO Specialist

Appzoro Technology Inc

📅 10/2024 - Present 📍 Rajasthan

A company specialized in technology solutions and digital marketing

- Worked on SEO strategies, encompassing in-depth keyword research, on-page optimization (content, meta tags, internal linking), and robust off-page link-building campaigns
- Successfully drove substantial organic traffic growth and consistently improved search engine rankings for targeted keywords, leading to increased brand visibility
- Instrumental in generating a significant uplift in qualified leads through targeted SEO initiatives and conversion rate optimization (CRO) insights
- Conducted regular technical SEO audits, identifying and resolving issues related to site speed, crawlability, indexation, and mobile-friendliness
- Monitored, analyzed, and reported on SEO performance using Google Analytics, Google Search Console, and Semrush, providing actionable insights for continuous improvement
- Handled Brand's Social Media Platform to boost online visibility through LinkedIn, Instagram, Facebook, X.com.

SEO Executive

Lease packet Pvt Ltd

📅 04/2024 - 10/2024 📍 Rajasthan

A company providing lease management solutions

- Executed on-page SEO tactics, including keyword research, content optimization, and meta tag creation to improve page relevance
- Implemented off-page SEO strategies, focusing on acquiring high-quality backlinks from relevant sources and managing online citations
- Contributed to enhancing website visibility and organic search performance

SEO Executive

Brainosys

📅 12/2023 - 04/2024 📍 Rajasthan

A technology company specializing in web and mobile applications

- Focused on off-page SEO activities, including guest blogging outreach, directory submissions, and forum engagement to build domain authority
- Assisted in keyword research, competitor analysis, and performance reporting
- Supported the development and execution of link-building strategies

KEY ACHIEVEMENTS

⚡ Improved Website Performance

Consistently delivered measurable improvements in website' traffic and lead acquisition for AppZoro Technology Inc

SKILLS

Google Analytics

Google Search Console

Off-Page SEO

Search Console

SEMRush

On-Page SEO

Tag Manager

Canva

SMM

Basic Meta Ads

INTERESTS

⚡ SEO Trends and Digital Marketing

Continuously learning and staying updated with the latest SEO trends, algorithm changes, and digital marketing best practices

💡 Search Engine Analysis

Analyzing search engine patents and industry case studies to understand emerging ranking factors

★ SEO Tools Exploration

Exploring new SEO tools and technologies to enhance campaign efficiency and effectiveness

EDUCATION

MBA in Marketing

Shekhawati Group of Institutions

📅 01/2021 - 12/2023 📍 Rajasthan

B.Sc

Shekhawati University

📅 01/2019 - 12/2021 📍 Rajasthan